

PRESS RELEASE

AI reputation management

Wiztrust launches Blueprint GEO to realign companies' image across generative AI responses

Born of a one-year collaboration with startup GetMint, Wiztrust's Blueprint GEO realigns a company's media relations strategy and the image generative AI projects of its brand, sector by sector, language by language. It complements the SEO initiatives already deployed on corporate websites.

Paris, 1 July 2026

Research firm Gartner expects PR (or "earned media") budgets to double by 2027 as generative AI goes mainstream¹. Against that backdrop, Wiztrust, France's leader in PR management and the fight against fake news, has launched **Wiztrust Blueprint GEO**, a solution built to grow organisations' visibility in the answers LLMs generate. **Eight** leading companies across banking, insurance, real estate, consulting and the public sector have already adopted it (including Capgemini, BPCE, Gecina, Malakoff Humanis and Macif), not just to measure their AI visibility, but to actively **shape their presence in LLMs** and optimise the reputation AI conveys of them.

The premise is now well established: **the media are the leading source cited by generative AI**. According to Muck Rack's "What Is AI Reading?" study (May 2026), 84% of the citations AI models make come from the media, far ahead of brands' own content. Visibility in AI is earned first through the media. Blueprint GEO complements the SEO work companies already run on their corporate sites by targeting what AI actually reads: a question of content, but also of the technical quality of how that content is published.

¹ Predicts 2026: [Top Predictions to Inform 2026 Comms Strategies](#)

Its method, built **with GetMint**, a specialist in measuring how brands show up in AI, comes down to one principle: **realignment**. Blueprint GEO measures the gap between how LLMs portray a brand and how that brand wants to be seen, then **adjusts the PR strategy** accordingly, sector by sector.

This approach is built on Wiztrust's distribution expertise, and the data backs it up. Wiztrust's 2026 study of all 40 CAC 40 newsrooms gives users of its solution a visibility score of **77.3/100**, against an average of 58.8/100 for other publishing tools (**+31%**). And **80%** of Wiztrust newsrooms are cited as a source by AI, the highest score in the benchmark.

"With Wiztrust Blueprint GEO, we've stopped approaching generative AI blindly and turned it into a channel we can actively manage. In just a few weeks, we measured our presence in AI answers, pinpointed our strengths and where we need to improve, and laid the groundwork to realign how we communicate. We already have early, concrete findings to take to our leadership."

Glenn Domingues, Director of Communications and Public Affairs, Gecina

"The real question is no longer whether to analyse how LLMs portray a brand, but how to influence these new channels and prove the impact of what we do. Our clients are showing their executive committee real results within the first few weeks. PR is now performance-driven."

Raphaël Labbé, co-founder and CEO of Wiztrust

About Wiztrust

Wiztrust is the French software company behind the all-in-one platform for communications teams: newsroom, media CRM, press release distribution, SEO and GEO tools, and performance measurement. With Wiztrust Protect, companies certify the authenticity of their corporate content on the blockchain to counter disinformation. Wiztrust was named one of the top 50 French software products at the 2026 G2 Best Software Awards.
www.wiztrust.com

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